

# Subhayan Mukerjee

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## CONTACT

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## ACADEMIC EMPLOYMENT

**National University of Singapore**, Singapore October 2020 – present  
Assistant Professor, Computational Communication  
*Department of Communications and New Media*

**University of Pennsylvania**, Philadelphia, PA, USA Aug 2015 – Aug 2020  
Research Fellow  
*Annenberg School for Communication*

**University of Oxford**, Oxford, UK May 2019 – Jun 2019  
Research Assistant  
*Reuters Institute for the Study of Journalism*

**Harvard University**, Cambridge, MA, USA Jun 2016 – Aug 2016  
Research Assistant  
*Berkman Klein Center for Internet & Society*

## EDUCATION

**University of Pennsylvania**, Philadelphia, PA, USA Aug 2015 – May 2020  
Ph.D. Communication  
M.A. Communication

**BITS-Pilani**, Pilani, Rajasthan, India Aug 2009 – May 2014  
M.Sc. Mathematics  
B.E. Computer Science

## REFEREED JOURNAL PUBLICATIONS

3. **Mukerjee, S.** & Yang, T. (2020) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Social Media. *Political Communication*, 1-19 (**IF: 5.91**)
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50. (**IF: 4.85**)
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

## BOOK CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

## POPULAR PRESS

3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post*.
2. **Mukerjee, S.** & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog*.
1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

OTHER  
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING  
PAPERS

6. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Ideological Landscape of Twitter Elites in America. (*under review*)
5. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*under review*)
4. **Mukerjee, S.** A Theory of News Reading Publics: Rethinking Audience Fragmentation Using India as a Case Study (*working paper*)
3. **Mukerjee, S.** A Formal Model of Selective Exposure in Audience Overlap Networks (*in progress*)
2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

CONFERENCE  
PAPERS

18. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.
17. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
16. **Mukerjee, S.** (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
15. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
14. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
13. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
12. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
11. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
10. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

9. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
8. **Mukerjee, S., & Yang, T.** (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC
7. Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC
6. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL
5. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL
4. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA
3. **Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA
2. **Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic
1. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

|                           |                                                                        |                     |
|---------------------------|------------------------------------------------------------------------|---------------------|
| INDUSTRY<br>EMPLOYMENT    | <b>Abzooba Inc.</b> Kolkata, India                                     | Jun 2014 – Jul 2015 |
|                           | Data Scientist                                                         |                     |
|                           | <b>Bravo Lucy As.</b> Hyderabad, India                                 | Jun 2013 – Jun 2014 |
|                           | Software Engineering Intern                                            |                     |
|                           | <b>Ericsson Global</b> Kolkata, India                                  | Jun 2012 – Jul 2012 |
|                           | Software Engineering Intern                                            |                     |
| TEACHING<br>EXPERIENCE    | <b>University of Pennsylvania</b>                                      |                     |
|                           | Understanding Social Networks (TA and Lab Assistant)                   | Spring 2017         |
|                           | Media Industries and Society (TA)                                      | Spring 2018         |
| AWARDS AND<br>FELLOWSHIPS | <b>Seed Research Funding</b> (\$1,300)                                 | 2019–2020           |
|                           | Summer Institute of Computational Social Science (SICSS), Chicago      |                     |
|                           | <b>Student Research Grant</b>                                          | 2019                |
|                           | Graduate and Professional Student Assembly, University of Pennsylvania |                     |
|                           | <b>Dissertation Research Fellowship</b> (\$31,000)                     | 2019–2020           |
|                           | Annenberg School for Communication, University of Pennsylvania         |                     |

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|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|                        | <b>Dissertation Grant</b> (\$1,700)<br>Annenberg School for Communication, University of Pennsylvania                                                                    | 2019–2020 |
|                        | <b>Dean's Summer Fellowship</b> (4 x \$4,000)<br>Annenberg School for Communication, University of Pennsylvania                                                          | 2015–2019 |
|                        | <b>Travel Scholarship</b><br>National Science Foundation                                                                                                                 | 2018–2019 |
|                        | <b>Travel Scholarship</b><br>Northwestern University                                                                                                                     | 2018      |
|                        | <b>Doctoral Fellowship</b><br>University of Pennsylvania                                                                                                                 | 2015–2020 |
| INVITED<br>LECTURES    | 8. <b>Human Cooperation Lab</b><br>Massachusetts Institute of Technology, Cambridge MA                                                                                   | Apr 2020  |
|                        | 7. <b>Computational Communication Research Seminar</b><br>University of Wisconsin-Madison, Madison WI                                                                    | Mar 2020  |
|                        | 6. <b>Digital Propaganda and Public Opinion Lecture</b><br>National University of Singapore, Singapore                                                                   | Mar 2020  |
|                        | 5. <b>Microsoft Research Seminar</b><br>Microsoft Research, New York City NY                                                                                             | Jan 2020  |
|                        | 4. <b>The Center for Social Media and Politics</b><br>New York University, New York City NY                                                                              | Jan 2020  |
|                        | 3. <b>Media Analytics Lecture</b><br>Business Analytics Course at Praxis Business School, India.                                                                         | Dec 2018  |
|                        | 2. <b>Research Methods for a Fragmented Media Environment</b><br>University of Pennsylvania, Philadelphia PA                                                             | Mar 2018  |
|                        | 1. <b>The Communication Research Experience</b><br>University of Pennsylvania, Philadelphia PA                                                                           | Nov 2017  |
| ADDITIONAL<br>TRAINING | <b>Summer Institute in Computational Social Science</b><br>Northwestern University                                                                                       | Jun 2019  |
|                        | <b>Mediterranean School of Complex Networks</b><br>Universitat Rovira i Virgili, Italy                                                                                   | Sep 2017  |
|                        | <b>Annenberg Summer Institute in Methods &amp; Statistics</b><br>University of Southern California<br>Scale Construction<br>Critical Studies of Networked Infrastructure | Jun 2017  |
| SERVICE                | Journal Reviewer for <i>International Journal of Press/Politics</i>                                                                                                      | Ad-hoc    |
|                        | Journal Reviewer for <i>Public Opinion Quarterly</i>                                                                                                                     | Ad-hoc    |
|                        | Journal Reviewer for <i>Digital Journalism</i>                                                                                                                           | Ad-hoc    |
|                        | Journal Reviewer for <i>PLOS One</i>                                                                                                                                     | Ad-hoc    |
|                        | Conference Reviewer for <i>International Communication Association</i>                                                                                                   | 2016-19   |
|                        | Coordinator, DiMeNet research group, <i>University of Pennsylvania</i>                                                                                                   | 2016-18   |
|                        | Committee Member, <i>Annenberg Graduate Student Symposium Committee</i>                                                                                                  | 2017-18   |
|                        | Organizing Member, <i>Penn-Rutgers-Princeton Social Epistemology Workshop</i>                                                                                            | 2017      |

|            |                                                                                                                                                                                                                                                                                                                                                              |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SKILLSET   | <p><b>Quantitative Methods:</b> Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p><b>Programming/Scripting:</b> R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, <math>\text{\LaTeX}</math>, Git, JavaScript (basic).</p> |
| MEMBERSHIP | International Communication Association                                                                                                                                                                                                                                                                                                                      |

## REFERENCES

**Sandra González-Bailón, Ph.D.**

*Associate Professor of Communication*

Annenberg School for Communication, University of Pennsylvania

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**Yphtach Lelkes, Ph.D.**

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**Joseph Turow, Ph.D.**

*Robert Lewis Shayon Professor of Communication*

Annenberg School for Communication, University of Pennsylvania

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**Michael X. Delli Carpini, Ph.D.**

*Oscar H. Gandy Professor of Communication and Democracy*

Annenberg School for Communication, University of Pennsylvania

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**Harikrishnan Gopinadhan Nair, Ph.D.**

*Assistant Professor*

Department of Humanities and Social Sciences, BITS-Pilani

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